

**ETHNOGRAPHY OF COMMUNICATION OF MARCUS FLAVIOUS
AQUILLA, THE MAJOR CHARACTER IN *THE EAGLE* MOVIE (2011)**



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ABSTRACT

This research aims for revealing and clarifying ethnography of communication of Marqus Flavious Aquilla, the major character in The Eagle movie (2011) by Kevin Macdonals using SPEAKING grid. The type of research conducted by the researcher is descriptive qualitative method. The reason of writer conducts this research is to identify the ethnographic of communication find in the Marqus utterances. The data collection method employed by writer is the documentation and observation toward the movie. This research finds ethnography of communication of Marqus as follows: (1) Setting is at garrison, at uncle's home, at jungle, at government office. The scene is surprised, emotional, firm, and happy. (2) Participant is the sender and receiver. The sender is as commander, as ex society member, as employer, and as friend while the receiver is as ex-commander, as employer, and as patient. (3) End is to command, to get honor, to get information, and to believe. (4) Act sequence is commanding, getting the honor, getting information, believing. (5) Keys has two aspect, those are tone and manner. The tone of Marqus utterances is flat, tense, worried, and intimidate, while manner of Marqus utterances is low intonation and high intonation. (6) Instruments involves two aspect, those are verbal communication and non-verbal communication. The verbal communication consists of formal style and informal style, while the non-verbal communication is by lifting the thumb. (7) Genre is command, and prayer.

Keywords: communication, speaking grid

A. INTRODUCTION

The writer conducts this research to aim gaining and adding literary review of ethnography of communication which has been published before. Ethnography of communication has broad area to analyze remembered that society is larger area with have any own culture and social roles. It is exciting topic to discuss because it relate to society and language. According to Wardaugh that Ethnography of communication is a description of all the factors that are relevant in understanding how that particular communicative event achieves its objective (1998:242). The ethnography of communication is as an approach to the study of language in social context, in a practice a branch of anthropology.

The ethnography of communication offers a system of concepts which can be used to conceptualize the basic phenomena of study, and a set of components for detailed analyses of the phenomena. The phenomena are focused by the researcher to be data to analyze using the concept. This approach tries to analyze patterns of communicative practices a member of particular culture. Ethnographers of communication focus in analyzing of the means and meanings of communication in particular socio-cultural lives. The understanding of communication is an important goal for both linguistics and anthropologist.

Ethnography of communication closely relates with Hymes theory SPEAKING grid to analyze between sociolinguistics and anthropology toward the major character in *The Eagle* movie (2011). The writer constitutes the research problem of the research is what the ethnography of communication of Marqus Flavious Aquilla in *The Eagle* movie is. In this research the writer aims the study for revealing and clarifying the Dell Hyme's theory in Marqus utterances in the Eagle Movie by Kevin Macdonald. The components are Settings, Participants, Ends, Acts, Keys, Instruments, Norms, and Genre. The writer formulates the problem question

based on the research problem in the following statement: What the *settings*, *participants*, *ends*, *acts*, *keys*, *instruments*, and *genres* of Marqus communication are.

To look at communication as composed of speech situation, speech events, and speech act, Hymes suggests that there are certain components of speech that the ethnographer should look for. Hymes puts them into eight groups, each labeled with one of the letters of the word “SPEAKING”.

1. Setting or Scene

According to Fasold, (1999:44) Situation is composed of the setting and the scene. The setting is about the physical circumstance of a communicative event, including the time and place. The scene is the psychological setting; what kind of speech event is taking place according to cultural definitions. Setting includes location, time of day, season of year, and physical aspects of the situation. Example is size of room, arrangement of furniture (Coupland and Jaworsky, 1998:143)

2. Participant

According to Fasold, (1999:44) participants include not only the speaker and addressee, but also the addressor and the audience. The participants include their age, sex, ethnicity, social status, or other relevant categories, and their relationship to one another.

3. End

According to Fasold, (1999:44) ends of a speech event can be divided into outcomes (the purpose of the event from cultural point of view) and goals (the purposes of the individual participants). In all short bargaining events, for example the overall outcome is to be orderly exchange of something of value from one person to the other. The goal of the seller is to maximize the price; the buyer wants to minimize it.

4. Act

According to Fasold, (1999:44) message form (how something is said) and content (what is said) together are called the act sequence. Both message form and message content involve communicative skills that vary from one culture to another. Speakers have to know how to formulate speech events and speech acts in ways that their culture values and how to recognize what is being talked about, when a topic changes, and how to manage changes in topic.

5. Key

According to Fasold, (1999:45) key refers to the manner or spirit in which a speech act is carried out. Key is emotional tone of the speaker in communicative event to deliver utterance to hearer in order to the message is reached by the hearer (e.g. serious, sarcastic, jocular).

6. Instrument

According to Fasold, (1999:45) instruments refer to both channels and form of speech. The kind of channels are written, telegraph, and the form of speech; dialect, standard language.

7. Norm

According to Fasold, (1999:45) norm refers to both of interaction (what proprieties should be observed) and interpretation (including the common knowledge, the relevant cultural presuppositions, or shared understandings, which allow particular inferences to be drawn about what is to be taken literally, what discounted).

8. Genre

According to Fasold (1999:45) that the Norm will be known as refers to both of interaction (what proprieties should be observed) and interpretation (including the

common knowledge, the relevant cultural presuppositions, or shared understandings, which allow particular inferences to be drawn about what is to be taken literally, what discounted). According to the term of Norm the writer can't include Norm in analyzing the data.

The writer doesn't include the term 'norm' to analyze the data because it can't be seen from the movie; it must be directly got from society utterance and culture. According to Fasold that the Norm will be known as refers to both of interaction (what proprieties should be observed) and interpretation (including the common knowledge, the relevant cultural presuppositions, or shared understandings, which allow particular inferences to be drawn about what is to be taken literally, what discounted) (1999:45). According to the term of Norm the writer can't include Norm in analyzing the data.

B. RESEARCH METHOD

The type of research conducted by the researcher is descriptive qualitative method. The reason of writer conducts this research is to identify the ethnographic of communication find in the Marqus utterances and clarifying the influences of social class in speech community. The researcher collects the data, analyzes them and concludes them without making generalization. According to the Dornyei, (2008:24) qualitative research is data collection procedures that result primarily in open-ended, non-numerical data which is then analyzed primarily by non-statistical methods" in Fauziati book (2009:241). Qualitative research uses no statistical methods. It collects the data through observation and then comes up with a theory to account for the data. It describes a given situation, facts, or event through information obtained from documentary sources: books, records, magazines, journals, interviews, newspaper article.

The object of the research is ethnography of communication of Marqus Flavious Aquilla as major character in *The Eagle* Movie (2011). The data of this research are utterances or dialogues which exist of settings, participants, ends, acts, keys, instruments, and genres by Marqus Flavious Aquilla in *The Eagle* Movie. The data source is taken from *The Eagle* movie by Kevin Macdonald.

The method of data collection employed by writer is the documentation and observation toward the movie. The writer does the following steps; (a) Watching the movie repeatedly, for understanding the movie deeply, (b) Collect the data of Marqus dialogues, (c) Noting the data on notebook, (d) Classifying the data based on the criteria. In analyzing the data, the writer uses Dell Hymes speaking theory for analyzing the ethnographic of communication of Marqus Flavious Aquilla. It means that the writer analyzes them as referred to the sociolinguistic context as follows: (a) Collecting the data from the *Eagle* movie, (b) Determining the Marqus dialogue based on the Dell Hymes theory, (c) Analyzing the ethnographic of communication of Marqus dialogues, (d) Making conclusion and suggestion toward the data.

C. RESEARCH FINDINGS AND DISCUSSION

1. Research Findings

The result of this research will be explored by the writer in research findings. The answer of the research problem clearly explain about ethnography of communication of Marqus Flavious Aquilla which consists of Setting or scene, participants, ends, act sequences, keys, instruments, and genre. The writer reveals ethnography of communication Marqus Flavious Aquilla in the short table as follows:

Table of Ethnography Research Findings	
Ethnography of Communication	Research Findings
Speaking	1. At the garrison

	2. At the Uncle's House
	3. At jungle
	4. At Government Office
Participants	
a. The sender	1. As commander
	2. As Society Member
	3. As Employer
	4. As Friend
b. The receiver	1. As ex-commander
	2. As employer
	3. As Patient
Ends	1. To command
	2. To get honor
	3. To get information
	4. To believe
Act	1. Commanding
	2. Getting honor
	3. Getting information
	4. Believing
Key	
a. Tone	1. Flat
	2. Tense
	3. Worried
	4. Intimidate
b. Manner	1. Low intonation
	2. High intonation
Instruments	

a. Verbal Communication	1. Formal style
	2. Informal style
b. Non-Verbal Communication	Lifting the thumbs
Genre	1. Command
	2. Prayer

2. Discussion

Language is a form of social action. It is used in everyday life by members of the social order, it can be seen as vehicle of communication in which they are argue with their wives, joke with friends and deceive their enemies (Coupland and Jaworsky, 1997:23). Language by Marqus which is used in every scene or settings performs how the major character types of his utterance. Tension and temperamental is majority of character which is brought by Marqus, also the sensitiveness of Marqus higher which is influence when he dialogues to other.

Communication can't be separated by the society, because it is part of them. In this case social classes of person who deliver utterance exist when they deliver their speech (Coupland and Jaworsky, 1997:23). The writer finds Marqus character has been influenced by the society, many more contribution of society in growing Marqus intellectuality. Rome is civilized people who like to establish, expand land territory for colonialism. The people like to employ the savage, so it affects the paradigm of Marqus toward the tribe people outside of Rome. The social class of Rome culture toward the savage also makes him elevates the prestige. Especially the great cause of family about the honor, they are government military legion from the grandfather so it flows military blood to Marqus which has higher position than generally society member. When he speaks he prefers to tense and high intonation of delivering speech. The decision must be followed by all of soldier member. Social class is one of major cause which influences Marqus utterances.

The research findings describe the tense and high intonation relate to Marqus communication as commander. Emotional and sensitive also describe the major character. He talks tense, and intimidate using high intonation when the unsupporting condition and talking with the savage. Then he talks flat using low intonation when he talks with his slave in good mood condition, to his uncle, and older senior officer. The major character talks in low intonation in worried feeling especially to God he pray for his weakness and asking the slave to take back The Eagle symbol to government office.

The major character has two instruments in his communication. Verbal communications when he generally talked to other are formal style and informal style. Formal style is used when he talks to older and someone who have higher position. Whereas he uses sign in non-verbal communication 'lifting his thumb' for showing to society in his opinion. The major character has two functions in participant element; those are as the sender and the receiver. The sender is as commander and society member, while the receiver is as ex-commander and as employer. In the research findings the writer finds that culture and social class has big deal in affecting utterances of Marqus. It can be assumed that social culture will give many contributions of people say and talk about.

The dialogue data of Marqus contains ends and act sequences, both of them there are closely relation. When human communicates with someone it will perform the goal or outcomes of somebody which talk about. In this research finding Marqus has outcomes in the receiver that he has progress to command, to get honor, to get information, and to believe. While the act sequences or the messages context are commanding, getting the honor, getting information, and believing. All of them utterances are influenced by Marqus background of his father which leaved a rumor in society that losing the Eagle symbol of Rome. Rumor of society gives great contribution of Marqus communication.

The writer conducts research ethnography of communication of Marcus Flavius Aquilla in *The Eagle* movie (2011) using Hymes Theory. Hymes delivers SPEAKING (settings, participants, ends, act, keys, instruments, norms, and genre) aspect in analyzing communicative events. The writer eliminates an aspect from SPEAKING in analyzing the data. The writer removes “norms” in analyzing data. The reason is norms can’t be analyzed from movie data. It needs real society data communication in particular time, more than just a section time. It needs much time for experiment frequently in society because it relates to society culture in communities which shows how the rule of interaction. According to Saville-Troike that norm is the rule for interaction component includes an explanation of the rules for the use of speech which is applicable to the communicative event. By rules in this context, Saville-Troike referring to prescriptive statements of behavior, of how people “should” act, which is tied to the shared values of the speech community (2003:123). From the quotation the writer concludes that norm can be seen directly in the society particular events or community, so the movie data can’t tell about the norm because it is obscure for everyone.

D. CONCLUSION

According to the research findings the writer concludes briefly of the research. Marcus communication has been influenced by the society which is gaining the rumor, many more contribution of Roman society in growing Marcus intellectuality. The intellectuality relate to cognitive process who can affects somebody in delivering speech. Rome is civilized people who like to establish, expand land territory for colonialism. The people like to employ the savage, so it affects the paradigm of Marcus toward the tribe people outside of Rome. Marcus is tension and high intonation when he delivers speech. Temperamental and emotional person when talk to other is his character. Being commander who ambitiousness to

find the honor back to his family with struggle not to let dishonor himself in leading.

The social class of Rome culture toward the savage also makes him elevate the prestige. Especially the great cause of family about the honor, they are government military legion from the grandfather so it flows military blood to Marqus which has higher position than generally society member. He sees that the common people must follow what he decides to. Hymes delivers SPEAKING (settings, participants, ends, act, keys, instruments, norms, and genre) aspect in analyzing communicative events. The writer eliminates an aspect from SPEAKING in analyzing the data. The writer removes "norms". The reason is norms can't be analyzed from movie data. It needs in real society data communication in particular time, more than just a section time.

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